SPORTS TOURISM
An Economic Driver
Sports Tourism – Economic Impact

- Fastest growing area within global travel: Multi billion dollar business

- Growing at double the rate of leisure tourism

- In developed sport destinations: 25% of all tourism receipts pertain to sport activity.
Sports tourism destination research

• **Australia:** 55% of all domestic tourism involve sport and sport is the primary motivation for these trips*

• **UK:** 20% of all trips within the UK are specifically for sport and 50% of all trips include some sport participation*

• In some countries sport can account for over 25% of all tourism receipts.

*Source: Evolution and development in sports tourism: WTO*
How to become a Sports Tourism Destination

• Be Practical in your offering

• Audit of existing facilities

• War chest of funds

• Hunt and Gather

• Seed and Sow
Irelands Shannon Region Case Study
The First 4 years
Business Over-view

• **2009**: 1 new sports event
• **2010**: 7 new sports events
• **2011**: 8 new sports events
• **2012**: 10 new sports events
Event Targets

- MundiaVocat 2014
- U23 cross country MTB European Championships 2014
- UCI Masters World Cycle Tour 2014
- Intl Tsang Su Do 2014
- World Medigames 2015
- Intl Wheelchair and Amputee Sports World Games 2015
- Skyride Etape Hibernia 2013
- European Taekwondo Championships 2014-15
- Women’s Rugby 7’s Intl Tournament 2015
- World Junior Badminton Championships 2015
- Unicon 2015-16
- World Gay Games 2018
Notre Dame V’s Navy
September, Dublin 2012
3.5 million viewers
USA & Ireland mainly
Ireland V’s Australia
Thomond Park, Limerick
9th Nov, 2013
20 million viewers
Global reach
Lawyer's World Cup Soccer

- 2 - 2,500 lawyers for 8 - 9 days
- Marketed to Law societies and Bar associations globally for 12 months+
- Cost: €50,000 + approximately €75,000 in services and facility hire
- Economic return - €3,000,000 +
Sports Ambassadors
Gay Games 2018
Tourism Policy Recommendations

• Dedicated national sports tourism unit.
• Government endorsement for international sports bids.
• Marketing support for small to medium sports events.
• Fund for Licensed World Event bids